

10-Minute Website Check-Up

Quick wins to make your site shine



Your website is often the **first impression** that potential customers get of your business—but it's easy for small issues to creep in over time. That's what this simple checklist is for: to help you spot quick wins and discover where a few tweaks could make a big difference.

*You **don't need any tech skills** to do this: just grab your phone and laptop, run through the questions, and tick the boxes.*

In 10 minutes, you'll know if your site is serving your business or if it's slowing you down.



The Checklist

1. Mobile Friendliness

- ☐ Does your website look good and function well on a phone?
- ☐ Can you easily read the text without pinching/zooming?

2. Page Speed

- ☐ Your site loads in under 3 seconds on mobile and desktop.
- ☐ Are your images optimised (not too large/heavy)?

3. First Impressions

- ☐ Does your homepage clearly say what you do above the fold?
- ☐ Is there a clear call-to-action (e.g. “Shop now” / “Get in touch”)?

4. Navigation

- ☐ Is your menu clear and concise (ideally 5–7 items)?
- ☐ Can a visitor reach important pages in 1–2 clicks?

5. Branding & Visuals

- ☐ Do your colours and fonts match your brand personality?
- ☐ Are your images high-quality and consistent?

6. Content Clarity

- ☐ Is your copy written for humans (not jargon)?
- ☐ Can visitors quickly understand the value you offer?

7. Essential Pages

- ☐ Do you have the basics covered: Home, About, Services/Products, Contact?
- ☐ Bonus: Blog or Resources page if you want to attract SEO traffic.

8. Contact & Trust

- ☐ Is it obvious how to contact you (form, email, phone)?
- ☐ Do you show credibility markers (testimonials, logos, certifications)?

9. Legal Basics

- ☐ Do you have a Privacy Policy, Terms (if applicable), and a cookie notice?

10. Conversion Tracking

- ☐ Do you have a tool (like Google Analytics) to track visitors and results?

What To Do Next



All boxes checked?

Fantastic! Your site is in good health. Keep it up, and set a reminder to revisit this checklist every 6-12 months.



A few left blank?

Not to worry, you've just uncovered the areas where your site can improve. Start with one small fix (like optimising images or clarifying your homepage message).

If you'd like tailored feedback, we offer website audits where we go through your site in detail and send you a clear, actionable report. You can learn more here: studioamuse.co

Book Your Website Audit

About Studio Amuse

Hi, I'm Muriel 🙋 I design websites that are clean, effective, and a joy to use.

I started Studio Amuse to help small businesses take the overwhelm out of web design and turn their sites into tools that actually work for them.

Want more tips like this? Check out [Studio Notes](#), where I share simple, practical web design insights.



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